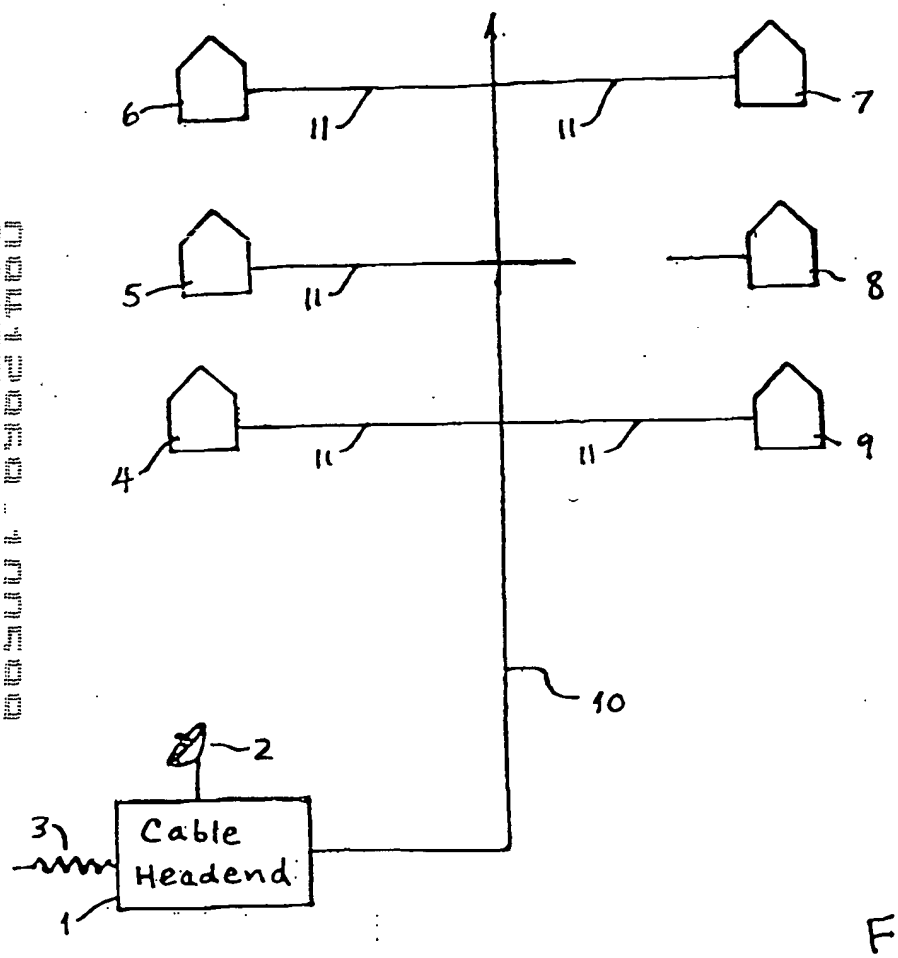

FIG. 1

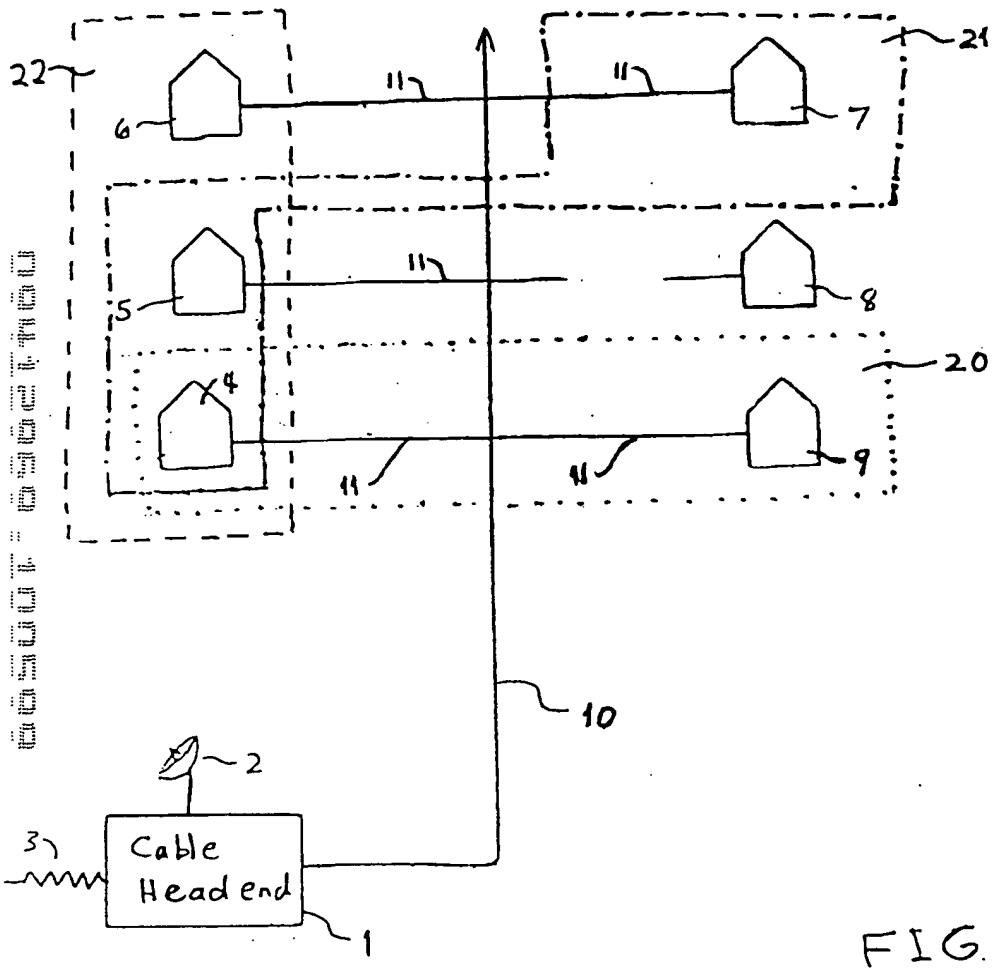

FIG. 2

FIG. 3

Segment Pointer (302)	Date (304)	Time (306)	Duration (308)	Rendering Instruction (310)	Segment Availability (312)
1st segment	123	11:00:00:00	00:00:30:00	video pointer	scheduled
2nd segment	123	11:00:30:00	00:15:20:10	video pointer, w/ audio overlay	scheduled
3rd segment	123	11:12:40:20	00:00:10:20	audio overlay	1 hour prior
•	•	•	•	•	•
•	•	•	•	•	•
nth segment	124	00:00:15:00	00:00:15:00	video pointer	scheduled

300

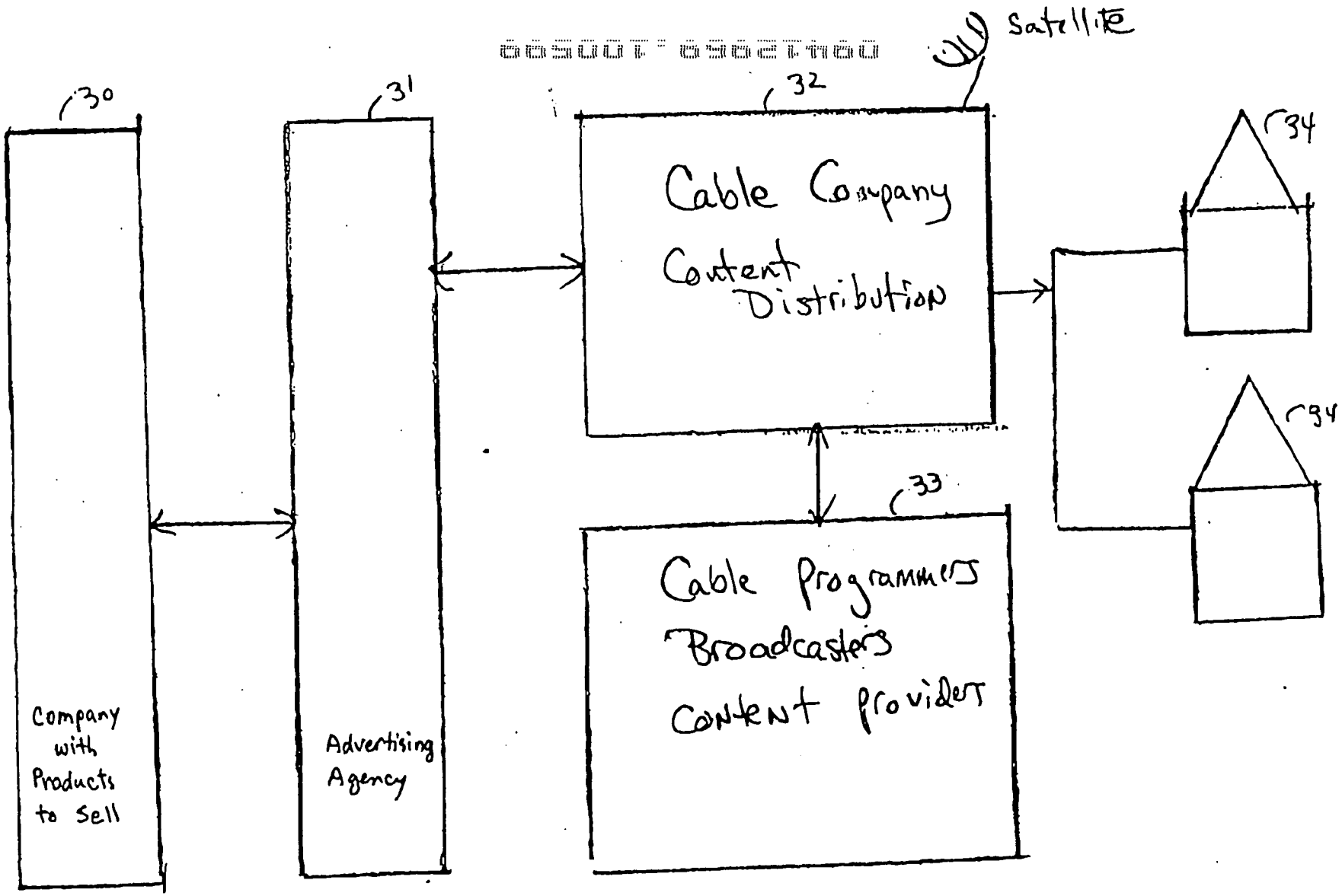
Satellite
30
31
32
34
34
33
Cable Company
Content
Distribution
Cable Programmers
Broadcasters
Content Provider
Company
with
Products
to Sell
Advertising
Agency

FIG. 4

09501 09021100

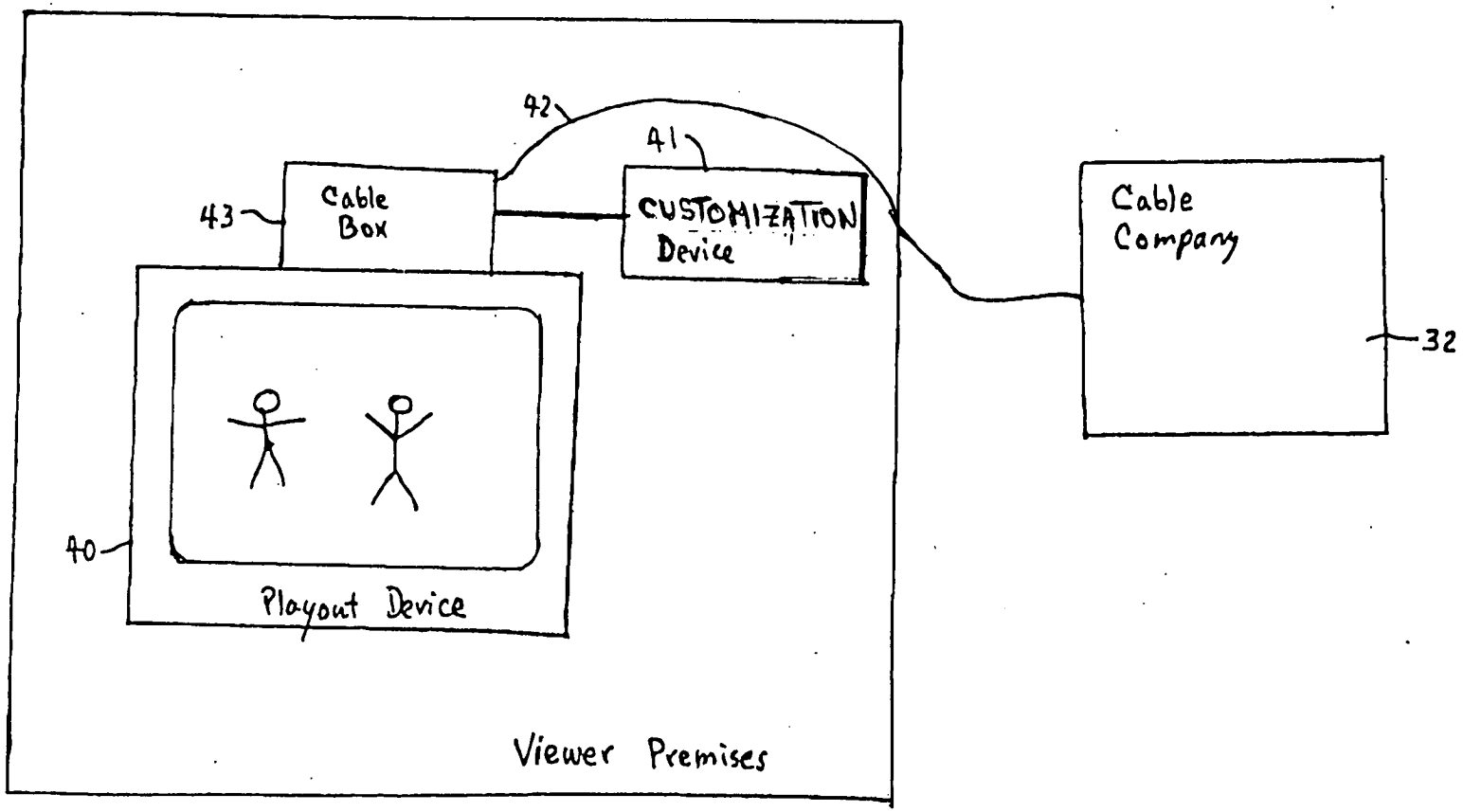

FIG. 5A

86501 - 03021760

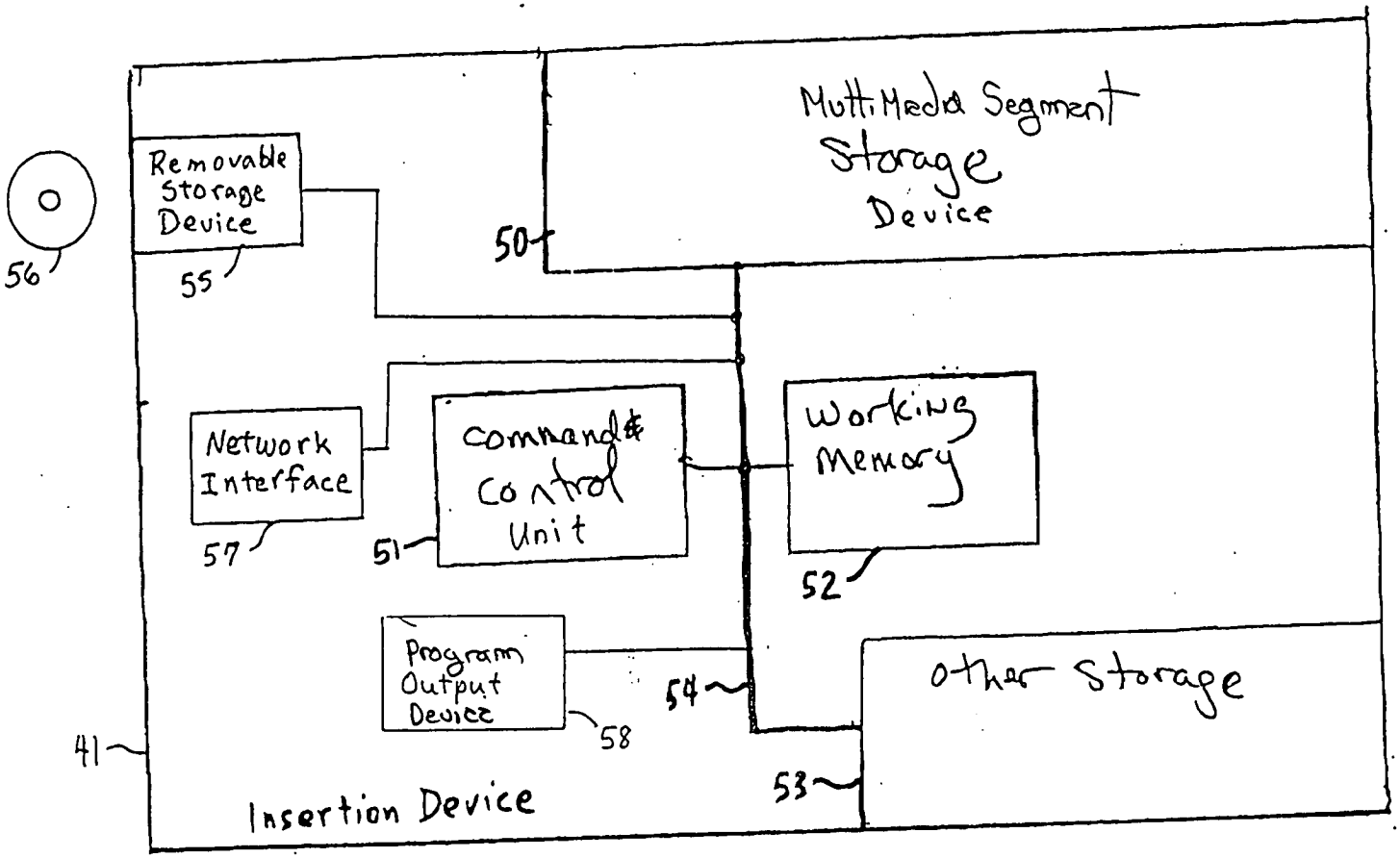

FIG. 5B

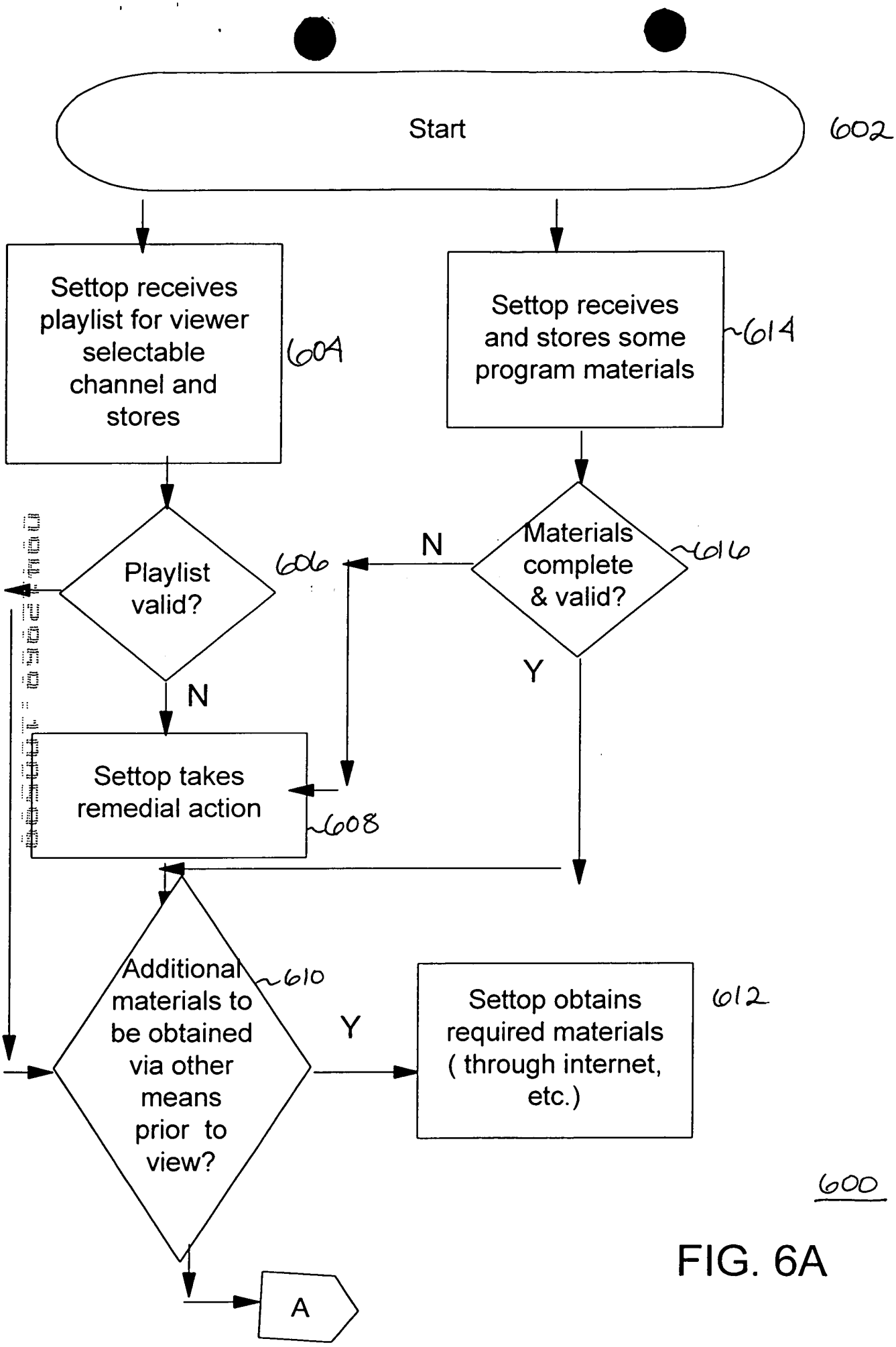
Start
602
Settop receives playlist for viewer selectable channel and stores
604
Settop receives and stores some program materials
614
Playlist valid?
606
N
Materials complete & valid?
616
N
Y
Settop takes remedial action
608
Additional materials to be obtained via other means prior to view?
610
Y
Settop obtains required materials (through internet, etc.)
612
A
600

FIG. 6A

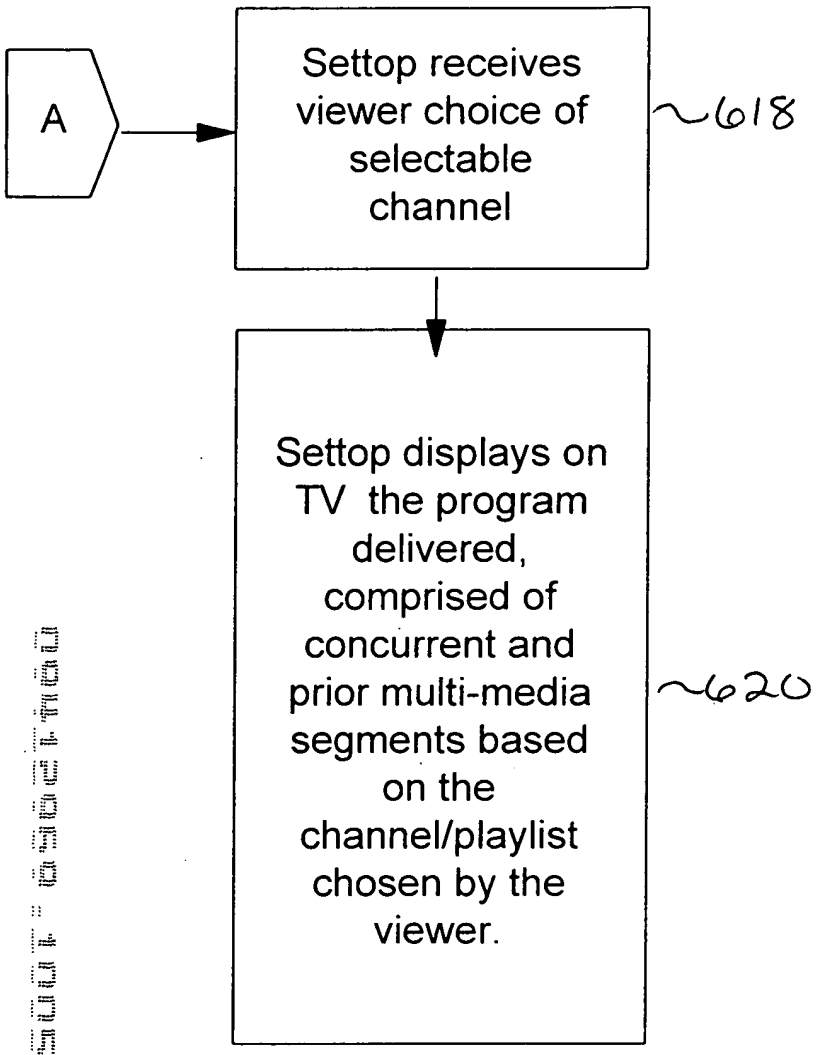
A
Settop receives viewer choice of selectable channel
618
Settop displays on TV the program delivered, comprised of concurrent and prior multi-media segments based on the channel/playlist chosen by the viewer.
620

FIG. 6B

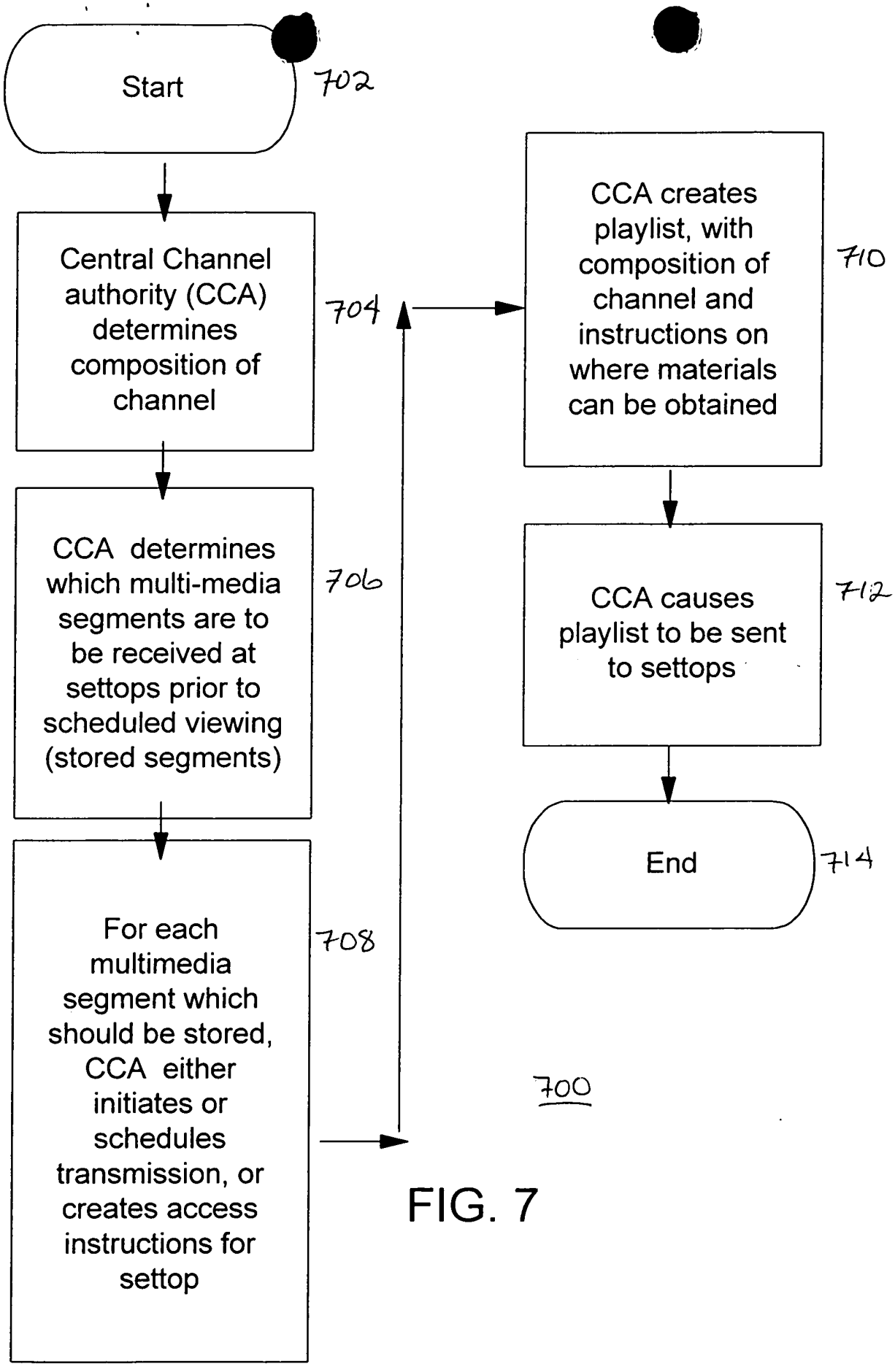
Start
702
Central Channel authority (CCA) determines composition of channel
704
CCA determines which multi-media segments are to be received at settops prior to scheduled viewing (stored segments)
706
For each multimedia segment which should be stored, CCA either initiates or schedules transmission, or creates access instructions for settop
708
CCA creates playlist, with composition of channel and instructions on where materials can be obtained
710
CCA causes playlist to be sent to settops
712
End
714
700

FIG. 7